0516 - Educational Television Commission

Interim Progress Report for the reporting period July 1, 2003 - December 31, 2003

Section I. Agency Update and Assessment

1. Emerging Issues at the Federal (National) or State level affecting the agency.

The Federal Communications Commission (FCC) has mandated that all television and radio licensees implement digital technology by 2003. All licensees must maintain both analog and digital signals until the year 2006 or until 85% of the market can access the new digital technology. At that time the analog licenses will revert to the federal government for auctioning to entities like cell phone companies. AETN has requested the final \$1million of state capital funding that was approved in the first special legislative session of 2003, but the funding has not yet been released to help finish the digital transition.

2. Status of any new initiatives funded from General Revenue or General Improvement funds in the 2003 Legislative Sessions and other changes made through General Legislation.

AETN has successfully extended its deadline two times now due to difficulties with tower work bids and uncertain funding. AETN has purchased the digital transmitters and dual antennas which are scheduled to be installed January-March 2004 at its 5 transmitter sites. The ten microwave sites have been refitted for digital transmission statewide. Systems integration of digital equipment at network headquarters in Conway has been ongoing since October 2003 and is scheduled to be complete by March 2004. AETN expects to fully complete the mandated digital transition by summer of 2004.

3. Discuss significant factors internal and external to the agency affecting agency performance.

Like every other state agency, school and university, AETN has been affected by the pending Lakeview vs. Arkansas court case and funding questions that may follow. AETN operates efficiently. This is even more important in an environment of escalating costs for programs, services and technical operations. AETN is still operating with state funding at a level equal to or less than that dating back into the 1990s.

4. Provide comments on the usefulness and reliability of performance measures.

AETN believes that performance measures are useful tools for both measuring success and improving public relations through progress reports to the citizens and donors.

5. Discuss significant uses of line item flexibility in this report period (agencies operating under Performance-Based Appropriations only).

Not applicable.

Program 1: ADMINISTRATIVE AND SUPPORT SERVICES PROGRAM

Goal 1: The Goal of the Administrative and Support Services Program is to support the delivery of accessible educational programs and services to all Arkansans.

Objective 1: The executive leadership and Finance and Administration Division will provide planning, administer resources, and provide administration support and direction for network programs and services.

Measur <u>Numbe</u>		Annual Target	Actual YTD	<u>Comments</u>
1	Demonstrate good stewardship of resources toward agency performance.	1 defect	0 Defects	
2	Demonstrate good stewardship of resources toward agency performance.	12%	8%	

Comments on performance matters related to Objective 1:

AETN received zero-defect audits for Fiscal Year 2003. Fiscal Year 2004 will be audited in August of 2005. AETN's percentage of Administrative costs from 7/03-12/03 was 8% of total agency costs.

Program 1: ADMINISTRATIVE AND SUPPORT SERVICES PROGRAM

Goal 1: The Goal of the Administrative and Support Services Program is to support the delivery of accessible educational programs and services to all Arkansans.

Objective 2: The Communications and Outreach Division will promote network programs and services and partner with educational institutions, government agencies, and private entities to extend the value of those services with information and activities about education, economy, environment, health & wellness, culture & heritage, public affairs, and public safety.

Measur <u>Numbe</u>	_	<u>Annual Target</u>	Actual YTD	<u>Comments</u>
1	Demonstrate promotion of services statewide.	75 counties	75 Counties Covered	Documented statewide promotion & advertising activities.
2	Demonstrate promotion of services statewide.	12 projects	18 Projects & Events	Documented outreach activities and events from 7/03 to 12/03.

Comments on performance matters related to Objective 2:

AETN continues to accelerate promotion and outreach to all corners of the state. In addition to media and public contacts throughout the state AETN has also pursued innovative outreach projects to both enhance the value of AETN programs and services and to promote AETN's importance to our citizens. Projects include legislative coverage, "The Blues" statewide outreach, "Going To School," "Ready To Learn," "Healthy Raps" (youth target), "Arkansas Veterans Project," "Men and Women of Distinction," and "Civic Affairs" in partnership with the Arkansas Legislature, etc.

Program 1: ADMINISTRATIVE AND SUPPORT SERVICES PROGRAM

Goal 1: The Goal of the Administrative and Support Services Program is to support the delivery of accessible educational programs and services to all Arkansans.

Objective 3: Technical Services will provide engineering and information technology support to maintain AETN's equipment and infrastructure, while transitioning to digital technology for delivery of multiple digital channels.

Measur	re			
Numbe	<u>Performance Indicators</u>	Annual Target	Actual YTD	<u>Comments</u>
1	Successfully transition to digital technology by FCC deadline, and maintain 24-hour analog distribution service with exceptions for acts of nature.	1 exception; 90% on-air	Currently hold FCC Waiver with 4/04 Deadline (70% completed)	Digital transition still in progress. Completion projected for 4/04 within the current FCC deadline, unless weather slows tower work.
2	Successfully transition to digital technology by FCC deadline, and maintain 24-hour analog distribution service with exceptions for acts of nature.	30%	24.60%	Engineering and Information Technology Expenses through 12/31/03.
3	Successfully transition to digital technology by FCC deadline, and maintain 24-hour analog distribution service with exceptions for acts of nature.	9	10	Number of systems configured uniquely to serve AETN's analog and digital broadcast services.
4	Successfully transition to digital technology by FCC deadline, and maintain 24-hour analog distribution service with exceptions for acts of nature.	90% analog,75% digital	90% Analog, 0% Digital at 12/31/03	Digital Transition still in progress. Delays due to tower work problems and uncertain funding. Will achieve 100% digital capability by summer 2004.

Comments on performance matters related to Objective 3:

AETN will experience some down time at each transmitter site from January through April 2004 while we convert the five transmitters and antennas to digital, and install the new equipment on the 1,000+ ft towers. The Federal Communications Commission has granted two waivers from its original 5/03 deadline for AETN due to tower work delays and uncertain funding beyond AETN's control. The current FCC waiver allows a new deadline of 4/04 for completion of digital installation.

Program 2: BROADCAST SERVICES

Goal 1: The Goal of the Broadcast Services Program is to provide accessible educational programs and services to all Arkansans.

Objective 1: The Learning Services Division will produce and acquire programs for all age learners and partner with diverse organizations to provide educational services to Arkansans.

Measure <u>Numbe</u>		<u>Annual Target</u>	Actual YTD	<u>Comments</u>
1	Provide diverse opportunities for life- long learners through programming and services targeted at pre-school education.	2130	1235	# of hours broadcast 7/03-12/03 of Pre-school programming
2	Provide diverse opportunities for life- long learners through programming and services targeted at pre-school, K- 12, college, and adult continuing professional education.	72.5%	81.50%	# of schools using AETN services
3	Goal 1, Objective 1: Provide diverse opportunities for life-long learners through programming and services targeted at K-12 education.	1400	1776	# of hours broadcast 7/03-12/03 of K-12 programming
4	Provide diverse opportunities for life- long learners through programming and services targeted at adult continuing professional education.	130	91	# of hours broadcast 7/03-12/03 of Adult Education programming
5	Provide diverse opportunities for life- long learners through programming and services targeted at college.	546	266	# of hours broadcast 7/03-12/03 of College Telecourses

Comments on performance matters related to Objective 1:

Program 2: BROADCAST SERVICES

Goal 1: The Goal of the Broadcast Services Program is to provide accessible educational programs and services to all Arkansans.

Objective 2: The Program Services Group (Programming Division, Production Division, Operations Division) will produce, co-produce, acquire and schedule programs for all age learners and partner with diverse organizations to provide educational, cultural and civic affairs services to Arkansans.

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Measur <u>Numbe</u>		Annual Target	Actual YTD	<u>Comments</u>
1	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed (education, economy, environment, health/wellness, culture/heritage, public affairs, and public safety), and partnerships with diverse entities.	4 targets	4+ targets	Targets have included Pre-school, K-12, College, Adult Learners, Parents, Caregivers, General Adult Audience, Adults 65+, Minorities, etc.
2	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed, and partnerships with diverse entities.	120 hours	111 hours	# of program hours related to Arkansas produced and/or acquired from 7/03-12/03. Examples include "Aging Successfully, The Blues, Alzheimers, Health Raps, Arkansas Business, Ark Week, Childhood Obesity, Aids in Ark etc.
3	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed, and partnerships with diverse entities.	130,000	114,000	Average cumulative household weekly audience during prime time per latest measures from PBS Research & A.C. Neilsen (excludes December '03 measure not yet received.)
4	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed, and partnerships with diverse entities.	112,500	107,000	Average cumulative household weekly audience during week days and weekends per latest measures from PBS Research & A.C. Neilsen (excludes December '03 measure not yet received.)

Program 2: BROADCAST SERVICES (Continued)

Goal 1: The Goal of the Broadcast Services Program is to provide accessible educational programs and services to all Arkansans.

Objective 2: The Program Services Group (Programming Division, Production Division, Operations Division) will produce, co-produce, acquire and schedule programs for all age learners and partner with diverse organizations to provide educational, cultural and civic affairs services to Arkansans.

Measure Number		Annual Target	Annual YTD	Comments
5	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed (education, economy, environment, health/wellness, culture/heritage, public affairs, and public safety), and partnerships with diverse entities.	7 areas	7 areas	Programs have been produced or acquired for all 7 target areas including education, economy, environment, health/wellness, culture/heritage, public affairs, and public safety. Examples include: "Guiding Children Successfully," "Washington Week," "Arkansas Outdoors," "Health Raps," "Fighting Fat," "The Blues," "Arkansas Week," "Legislative Update," "Arkansans Ask," and "Severe Weather Safety."
6	Acquire and/or produce programs for target groups (children parents, general adult audience, 65 +) with a minimum of one program in each of the 7 areas listed (education, economy, environment, health/wellness, culture/heritage,	20 partners	20+ Partners	Examples include: ADE, ADHE, DHS, UofA Coop Extension, UCA, UA Fayetteville, Veteran's Affairs, Game & Fish, Parks & Tourism, Arkansas Business, Alabama PTV, Georgia PTV, Louisiana PTV, Mississippi PTV, etc.

Comments on performance matters related to Objective 2:

public affairs, and public safety), and partnerships with diverse entities.